

# JD POWER



## Frank Hanley

Senior Director of Automotive Benchmarking  
J.D. Power



Frank Hanley is Senior Director of Automotive Benchmarking at

J.D. Power. He is responsible for managing automotive quality and

satisfaction engagements and is the face of the IQS (Initial Quality),

APEAL (Automotive, Performance, Execution and Layout) and VDS

(Vehicle Dependability) studies.

In this role, Frank builds on years of being a trusted client partner. He has worked with vehicle manufacturers and suppliers

during the product development process to identify conceptual

misalignments with Voice of the Customer requirements from the

quality and user experience perspective.

Frank holds a bachelor's degree and MBA from the University

of Michigan.